Community Mental Health and Wellbeing Plan Creating Change

July 2023 – June 2025



Version 10 - April 2024

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Mindful Margaret River (Augusta Margaret River Mental Health Alliance)

Mindful Margaret River's Board and volunteers acknowledge and pay respect to the Traditional Owners of the land on which we are based, the Wadandi people of the Noongar Nation and extends that respect to all the Traditional Owners and Elders of this country.

We recognise the significant importance of their cultural heritage, values and beliefs and how these contribute to the positive health and wellbeing of the whole community.







Endorsed by

Marilyn Hopkins

Chair, Mindful Margaret River

Purpose

The Mindful Margaret River Community Mental Health and Wellbeing Plan 2023-2025 (CMHWP) seeks to create change through building resilience and improving the wellbeing within the community by actively supporting partnerships between the community and service providers, coordinating, and implementing community driven approaches to social and mental wellbeing of residents in the Shire of Augusta Margaret River. Communities can innovate to respond to local issues and Mindful Margaret River is the local agency supporting local agency in this space.

Overview

The Augusta Margaret River Mental Health Alliance, knowns as Mindful Margaret River (MMR) were formed in response to multiple studies completed over 2018-19 which have carefully examined what is needed in our community to improve the overall mental health and wellbeing of our community members.

The MMR project continues in this plan, *Creating Change* (CMHWP 2023-2025) to build on the foundations developed through the *Setting of Foundations* (CMHWP 2019-2022) and *Introducing Change* (Action Plan 2021-2022) on four (4) priority areas: *building access, knowledge, services* and *collaboration* across mental health services and community mental health literacy in the Augusta Margaret River community. Mindful Margaret River brings together a Board of 8 community members and 10 people representing key government agencies to work in partnership to take local action. The roles within this project include:

MMR Board

The Board is comprised of 8 people who govern the project, make the key decisions and drive collaboration between government agencies and community.

MMR Professional Liaison Team

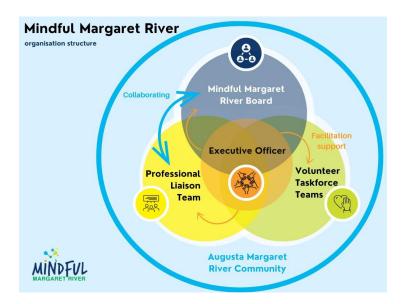
There are 10 individuals representing government agencies, not for profits and community services.

MMR Volunteer Taskforce

The MMR volunteer taskforce is comprised of around 100 community representatives from a broad range of different backgrounds who are able to bring different perspectives to the group. These members are responsible for implementing the actions outlined in this plan and for promoting the plan within the community. Importantly, they are there to engage directly with community members, to be a known leader within the community, to assist people to make connections and to lend a helping hand where they can.

MMR Executive Officer

The project employs an officer in order to ensure consistency and project support across the volunteer teams. This person provides much needed coordination point for ongoing implementation and monitoring of progress against this plan, as well as providing a central point for public communications, logistics and volunteer coordination.



How this group was formed

MMR formed by the community for the community following two mental health reports on the Augusta Margaret River community which were delivered in 2018-19. These reports offered a range of recommendations across community activity and health services in the area. A call for expressions of interest from community members, to form a group to lead action on mental wellbeing. The process to date has been inclusive of all, focused on action and collaboration. MMR is an incorporated group and there has been consistent support from various non-for-profits, incorporated community groups and government agencies to ensure this work continues.

How this plan was developed

This plan has been developed through the MMR Board and MMR Volunteer Taskforce as part of the review of our 2021-2022 Community Mental Health and Wellbeing Plan. This has included analysis of several consultation documents and reports. This provided the context for the original 2019-2021 CMHWP and are central to this plan as it has been reviewed.

These documents include:

Western Australian Association for Mental Health commissioned: *Going the Distance: Making mental health support work better for regional communities,* Centre for Social Impact and The University of Western Australia, July 2023.

Safe Work Australia, Managing psychosocial hazards at work: Code of Practice, July 2022.

Mindful Margaret River Action Plan 2021-2022

The Royal Commission into Victoria's Mental Health System-Final Report, February 2021.

Mindful Margaret River, Community Mental Health and Wellbeing Plan 2019

The Lishman Health Foundation commissioned: Mental Health and Wellbeing in the Shire of Margaret River Final Report, Centre for Rural and Remote Mental Health, 2019

Productivity Commission Inquiry Report – Mental Health 2020.

Just Home, "I wouldn't wish this on anyone": The Augusta Margaret River housing crisis, March 2021. The Shire of Augusta Margaret River Community Strategic Plan 2036.

GP Down South /WAPHA Health and Community Services Access and Mapping Project Final Report, June 2019.

LAMP AMR Youth Services Analysis Report February 2019.

The Shire of Augusta Margaret River Empowering Youth Plan 2022-2027

The Shire of Augusta Margaret River Public Health Plan 2021-2024

The Shire of Augusta Margaret River, Tackling Disadvantage and Inequality Report May 2018.

These are available at the Mindful Margaret River website,

https://mindfulmargaretriver.org.au/important-documents/

Links to existing strategies

This plan acknowledges the existing strategic framework of:

National Strategies:

The National Plan to End Violence against Women and Children 2022-2023

Safe Work Australia, Managing psychosocial hazards at work 2022

National Drug Strategy 2017-2026

National Alcohol Strategy 2019-2028

Australian Government, Prevention Compassion Care – National Mental Health and Suicide

Prevention Plan, 2021

Mental Health Australia, Strategic Plan 2021-2024.

State Strategies:

Safe and Together™ Model – used by the Department of Communities

WA Commission for Occupational Safety and Health, Psychosocial hazards in the workplace 2022.

WA Path to Safety: WA Strategy to reduce family and domestic violence 2020-2030.

WA Alcohol and Drug Interagency Strategy 2018-2022

WA Mental Health, Alcohol and Other Drug Services Plan 2015 – 2025 (the Plan)

WA Public Health Plan for Western Australia, Objectives and Policy Priorities for 2019-2024

WA Suicide Prevention Framework 2021-2025.

WA Sustainable Health Review Final Report, April 2019.

WA Mental Health Promotion, Mental Illness, Alcohol and Other Drug Prevention Plan 2018-2025

WA Department of Communities, Path to Safety: Western Australia's strategy to reduce family and domestic violence 2020-2030.

WA Department of Health - North Metropolitan Health Services, *Family and Domestic Violence Framework* 2021-2026.

WA Ombudsman Report – Investigation into family domestic violence and suicide 2022.

WA Commission for Occupational Safety and Health, *Psychosocial hazards in the workplace: Code of practice*, Department of Mines, Industry Regulation and Safety 25pp., 2022.

Working document

The 2023-2025 Community Mental Health and Wellbeing Plan is a 24-month plan. However, there may be cases where strategy and key priority areas will adopt some variation according to emerging trends in the community. The plan will be reviewed in 18 months' time (December 2024) to ensure progression of the assigned strategies.

The activities in the document will be implemented based on funding received and volunteer input and capacity.

Communications plan

The below table outlines a brief summary of the communications support that will be provided to ensure a consistent and professional approach for Mindful Margaret River initiatives. This is currently led by the Executive Officer. Work includes coordinating communications across the volunteer teams, administrating and disseminating useful resources, and leading promotions and initiatives associated with the short-term outcomes articulated in this plan.

TASK	LEAD	TASK DESCRIPTION	ACTION	PROGRAM DATES
Maintain an effective and practical set of communication platforms for Mindful Margaret River	Executive Officer	Website/Logo/Social Media: MMR website & Facebook page Member Booklet PDF Exploration of other media i.e. radio, mobile app	All teams will contribute to information provision through a designated team member to be collated and sent for consideration for inclusion in MMR website and Facebook page.	Ongoing
2. Continue to manage technological platforms and provide administrative updates.	Executive Officer	Present a visible, valued, coordinated face for MMR in the community—so that people know we exist, know what we do, and can find a portal to communicate with us.	Disseminate the relevant Mental Health information forwarded by appointed team members.	December 2022 ongoing
3. To oversee the totality of our communications and provide expert advice or suggestions to members of Mindful Margaret River as well as respond to media enquiries.	Executive Officer	Provide guidance on professional and effective communication methods. To provide MMR response to media in relation to mental health queries and promotions.	Liaise with all project leaders and support the mechanics and consistency of Mindful Margaret River communications.	Ongoing

Priority areas - Creating Change 2023-2025

Mindful Margaret River Community Mental Health and Wellbeing Plan (CMHWP)

2019	2021 NOW	
Setting the foundations	Introducing change	Creating change
CMHWP 19-21	Action Plan 21-22	CMHWP 23-25

Priority 1: Improved Mental Health in the Community (24 months)

There is a need for targeted projects to support community wellbeing in general. Mindful Margaret River aims to continue to build on community mental health literacy and improved access to existing service pathways.

Priority 2: Safer communities – Cooling off space (24 months)

Due to the housing crisis, ongoing Covid-19 impacts and changing community demographics, family and domestic violence has continued to rise in our community. The lack of early intervention supports has identified an opportunity for community to respond to support both victims and perpetrators of domestic violence. From the gendered drivers of violence to the real impact on families and communities, addressing family violence takes a whole of community approach. Mindful Margaret River through its strong partnership approach will work towards a community-based perpetrators accommodation project with key partners in WA Police, Relationships Australia, local support services and clubs to work together to come up with a community based response to address family and domestic violence at a local level.

Priority 3: Youth Wellbeing (24 months)

Identified on two fronts, first by members of MMR's youth focus team, made up of community members and education providers and secondly by parents, often feeling out of their depth when trying to cope with the challenges social media and other distractions brings to family life. There is a need for targeted projects to support parents and families.

Priority 1 - Improved Mental Health in the Community

Description: Being mentally healthy and living well is important to every one of us – whether we are living with a mental illness or not. It's about enjoying life and fulfilling our potential. It's having the ability to cope with stresses and sadness, building and maintaining resilience without resort to unhealthy and dangerous resources, and it's about being connected to friends, family, community and culture. Mental health and wellbeing is important to individuals, families, schools, workplaces and communities. There is a role for everyone to play.

Number of taskforce volunteers: 25+

SHORT-TERM OUTCOME/S (next 24 months)	KEY PERFORMANCE INDICATOR	COLLECTION TOOL	COLLECTED BY
Community has increased awareness and understanding of mental health wellbeing and resilience through the provision of education and	Demonstrated increase in knowledge of signs and symptoms	Training feedback/evaluation forms	Organisations facilitating training
training for community members	Provision of training for professionals and community	Number of training/sessions delivered	Organisations facilitating training
	Increased awareness of mental health supports	Training feedback/evaluation forms	Organisations facilitating training
	Number of people attending events	Attendance Registers	Event Organiser
	Demonstrated increase in use of the Website	Number of people accessing website.	Website data collection tool.
	Dissemination of relevant information.	Number of posts on website and social media from collaborative agencies.	Website and Facebook data collection tool.

TASK	LEAD	RESOURCES	TASK DESCRIPTION	ACTION	PROGRAM DATES
1.1 Disseminate mental health and wellbeing information to the community.	1.1.1 MMR Coordinator	Volunteers, Professional Liaison Team, National, state and local health campaigns (i.e. Think Mental Health)	Use the online platforms to disseminate relevant information this includes but not restricted to supports and information related to and to include for consideration: Family and Domestic Violence, Homelessness, Financial Stress; mental health and wellbeing, Alcohol and other drug information	Evidence based and approved campaigns as identified in the communications strategy. Measure numbers reached through web and FB	Campaign dates set by communications strategy; other material ongoing.
	1.1.2 MMR Volunteer editor	MMR Coordinator, Chair, volunteers	Build partnership with local Media through the development and delivery of a monthly 'locals talking with locals' campaign to destigmatise talking about mental health.	Recruit volunteers to provide articles using our communications policy to destigmatise mental health, providing links to help and modelling help seeking behaviour	Commence January 2024
	1.1.3 MHC	Think Mental Health Alcohol and Other Drugs Prevention Coordinator(s) Mental Health Commission Others	Through partnerships and connections to the AOD, MHC, and other evidence-based sources, actively promote and support AOD messaging in various formats and work to incorporate these messages and information in all early intervention and education activities	MMR includes AOD resources, information, connections and raises pathways to these supports in our Shire	Updated April 2024 to be built on going forwards
1.2 Source funding to provide access to relevant training in suicide prevention and mental health and wellbeing and ensure that is promoted to the specific target groups.	1.2.1 MMR Coordinator	Professional Liaison Team, networks and partners like StandBY, Suicide Prevention Coordinators, Mental Health Commission WA	Provide access to Mental Health First Aid workshops (Youth, Standard, Older Persons or Aboriginal) to the broader community of Augusta Margaret River Shire. https://mhfa.com.au/		2 x MHFA in 2024
			This training is targeted at the general community over 15 years of age.		2 x MHFAT 2025
			Youth Mental Health First Aid is mandated training to certain staff working within schools.		

TASK	LEAD	RESOURCES	TASK DESCRIPTION	ACTION	PROGRAM DATES
1.2 Source funding to provide access to relevant training in suicide prevention and mental health and wellbeing and ensure	1.2.2 MMR Coordinator with partners	Suicide Prevention Coordinators network, Mental Health Commission WA, local safeTALK trainers	Deliver 8 x safeTALK (suicide alertness for everyone) per year to the broader community. http://www.livingworks.com.au/programs/safetalk/	Target communities in Augusta, Karridale, Kurdardup, Witchcliffe through community groups and clubs, 1 x for Margi Pride (LGBQTIA+) and 1 x for Youth Advisory Committee, Men's Sheds	8 x safeTALK in 2024
that is promoted to the specific target groups.			This training is targeted at the general community over 15 years of age.	Target communities in Cowaramup, Margaret River, Gnarabup, Gracetown, sporting clubs	8 x safeTALK in 2025
	1.2.3 Suicide Prevention Coordinator or equivalent role for SW training	Suicide Prevention Coordinators - Community Social Outreach, St John of God, LivingWorks, MMR coordinator to liaise and support locally	Deliver 1 x LivingWorks ASIST training workshop OR Gatekeeper training in Margaret River http://www.livingworks.com.au/programs/asist/		1 x ASIST or Gatekeeper in 2024
			This training is targeted at the general community over 15 years of age.		1 x ASIST or Gatekeeper in 2025
1.3 Source funding to provide mental wellbeing workshops and talks. Ensure that is promoted to the specific target groups on targeted issues as	1.3.1 MMR Coordinator, supported by volunteers who are ASIST trained.	Margaret River Busselton Tourism Association, Margaret River Chamber Commerce and Industry	Deliver 4 x Mental Wellbeing at Workplace (MWW) talks.		4 x MWW in 2024
evidenced in feedback and local trends			This training is targeted at small businesses and workplaces to build psychological safety in the workplace.		4 x MWW in 2025
	1.3.2 MMR Coordinator, supported by volunteers who are ASIST trained.	MMR Board, Professional Liaison Team, skilled and valued community volunteers.	Deliver 4 x Mental Wellbeing (MW) talks		4 x MW in 2024
			This training is targeted at community groups, not for profits, general community members to build psychological safety in the community.		4 x MW in 2025

TASK	LEAD	RESOURCES	TASK DESCRIPTION	ACTION	PROGRAM DATES
1.3 Source funding to provide mental wellbeing workshops and talks. Ensure that is promoted to the specific target groups on targeted issues as evidenced in feedback and local trends	1.3.3 MMR Coordinator, supported by volunteers who are ASIST trained.	Margaret River Busselton Tourism Association, Margaret River Chamber Commerce and Industry	1 x Deliver peer support training package.		1 x Peer support training in 2024
			This training is aimed at building and supporting peer support in workplaces, community groups or others. Peer support skills training.		1 x Peer support training in 2025
	1.3.4 Circle Green Legal - Respect in the Workplace project	MMR, Margaret River Busselton Tourism Association, Margaret River Chamber Commerce and Industry	This training is aimed at building and supporting peer support in workplaces, community groups or others.	MMR to work with Circle Green and the community to get this training locally over the next few years	1 x Active bystanders or proactive psychosocial supports in 2024
			For anyone over 15 years of age, any industry, good for sporting groups as well.		1 x Active bystanders or proactive psychosocial supports in 2024

Priority 2 - Safer Communities

Due to the housing crisis, ongoing Covid-19 impacts and changing community demographics, family and domestic violence has continued to rise in our community. The lack of early intervention supports has identified an opportunity for community to respond to support both victims and perpetrators of domestic violence. From the gendered drivers of violence to the real impact on families and communities, addressing family violence takes a whole of community approach. Mindful Margaret River through its strong partnership approach will work towards a community-based perpetrators accommodation project with key partners in WA Police, Relationships Australia, local support services and clubs to work together to come up with a community-based response to address family and domestic violence at a local level.

Number of taskforce volunteers: 30

	Number of taskforce volunteers, 50					
SHORT-TERM OUTCOME/S (next 24 months)	KEY PERFORMANCE INDICATOR	COLLECTION TOOL	COLLECTED BY			
Community has increased awareness and	Demonstrated increase in knowledge of what constitutes	Training feedback/evaluation forms	Organisations facilitating			
understanding of family domestic violence	family violence		training			
and how it impacts on individual, familial and community wellbeing and resilience through	Provision of training for community members	Number of training/sessions delivered	Organisations facilitating training			
the provision of education and training for community members.	Increased awareness of family domestic violence supports	Training feedback/evaluation forms	Organisations facilitating training			
	Number of people attending events	Attendance Registers	Event Organiser			
	Demonstrated increase in use of FDV awareness materials - Website	Number of people accessing website and downloading information	Website data collection tool.			
	Dissemination of relevant information.	Number of posts on website and social media from collaborative agencies.	Website and Facebook data collection tool.			
LONG-TERM OUTCOME/S (20+ months)	KEY PERFORMANCE INDICATOR	COLLECTION TOOL	COLLECTED BY			
Community has come together to developed, build and implement a "Cooling Off Space"	Cooling Off Space is granted funding	Funding received	Organisations facilitating building project			
within the local shire. Early intervention supports are provided within our community.	Provision of training for community members	Number of training/sessions delivered	Organisations facilitating training			
We see a decrease in the number of FDV related offences in our community.	Increased awareness of family domestic violence supports	Training feedback/evaluation forms	Organisations facilitating training			
	Number of people attending events	Attendance Registers	Event Organiser			
	Support services are provided to victim through referral process	Number of contacts support services receive via referral network	Organisations facilitating referrals			
	Support services are provided to victim through referral process	Number of contacts support services receive via referral network	Organisations facilitating referrals			

TASK	LEAD	RESOURCES	TASK DESCRIPTION	ACTION	PROGRAM DATES
2.1 PHASE 1 - Coordinate and lead the Family and Domestic Violence Taskforce (FDVT) known as a Say NO to violence community	2.1.1 MMR Coordinator, Officer in Charge WA Police	FDV taskforce, service providers, Waratah sexual assault centre (Bunbury), Relationships Australia, Department of Justice, volunteer psychologists with FDV experience, Catholic Women's League (CWL), Just Home, Accordwest, GP Down South, SW Counselling, Tuart House Refuge (Busselton), South West Mental Health	Mobilise and coordinate the lead agencies, key community services and volunteers responsible for driving the local FDV Taskforce.	Regular meetings to progress the FDVT action plan	Pending funding
2.2 Source funding to provide community based FDV awareness training in the form of workshops and talks. This training is to support and prepare	2.2.1 MMR Coordinator, supported by FDV taskforce and other key services and agencies in the	FDV taskforce, service providers, Waratah sexual assault centre (Bunbury), Relationships Australia, Department of Justice, volunteer psychologists with FDV experience, Catholic Women's League (CWL), Just Home, Accordwest, GP Down South, SW Counselling, Tuart House Refuge	Deliver 4 x FDV awareness training for community	Targeting CALD through TAFE and CWL	4 x awareness workshops in 2024
community members for the development of a perpetrators	region.	(Busselton), South West Mental Health	This training is targeted at building FDV literacy in our community.		4 x awareness workshops in 2025
accommodation known as the "Cooling Off Space".	2.2.2 Circle Green Legal - Respect in the Workplace project	Waratah, Relationships Australia, Preventing Family Violence	This training is aimed building FDV literacy and awareness within the business community to be able to support new nationally legislated Family and Domestic Violence leave.	MMR to work with Circle Green and the community to get this training locally over the next few years	1 x Active bystanders sexual assault and harassment 2024
					1 x Active bystanders sexual assault and harassment 2025
2.3 PHASE 2-Coordinate and lead the Family and Domestic Violence Taskforce (FDVT)	2.3.1 Accordwest or other 'housing' lead agency with the MMR project build lead	FDV taskforce, community groups like the Men's Sheds, Lions Clubs, Rotary, Rio Tinto, Woodside, Department of Communities, WA Police, Shire of Augusta Margaret River.	Mobilise and coordinate the lead agencies, key community services and volunteers responsible for driving the local FDV Taskforce.	Regular meetings to progress the "Cooling Off Space" building project plan.	Monthly starting from confirmation of funding for the build (successful funding required for this stage).

Priority 3 - Youth Wellbeing

Description: Identified on two fronts, first by members of MMR's youth focus team, made up of community members and education providers and secondly by parents, often feeling out of their depth when trying to cope with the challenges social media and other distractions brings to family life. There is a need for targeted projects to support parents and families.

Number of taskforce volunteers: 40

SHORT-TERM OUTCOME/S (next 24 months)	KEY PERFORMANCE INDICATOR	COLLECTION TOOL	COLLECTED BY
Community has increased awareness and	Demonstrated increase in knowledge of signs and symptoms	Training feedback/evaluation forms	Organisations facilitating training
understanding of YOUTH mental health wellbeing and resilience through the	Provision of training for professionals and community	Number of training/sessions delivered	Organisations facilitating training
provision of education and	Increased awareness of mental health supports	Training feedback/evaluation forms	Organisations facilitating training
training for community	Number of people attending events	Attendance Registers	Event Organiser
members	Dissemination of relevant information.	Number of posts on website and social media from collaborative agencies.	Website and Facebook data collection tool.

TASK	LEAD	RESOURCES	TASK DESCRIPTION	ACTION	PROGRAM DATES
3.1 Disseminate YOUTH mental health and wellbeing information to the community.	3.1.1 MMR Coordinator	Youth Focused Taskforce, schooling community, Volunteers, Professional Liaison Team, local services and any other youth focused support groups	Use the online platforms to disseminate relevant information this includes but not restricted to YOUTH supports and information related to and to include for consideration: Family and Domestic Violence, Alcohol and other drug information, eating disorders, Vaping, Homelessness, suicide, mental health and wellbeing,	Evidence based and approved campaigns as identified in the communications strategy. Measure numbers reached through web and FB	Campaign dates set by communication s strategy; other material ongoing.
	3.1.2 MMR Coordinator	Youth Focused Taskforce	Development of local resource for parents, schooling communities, sporting clubs, services to access all local youth focused supports in one document	Collate and provide online and distribute to schooling community and other networks	Commence November 2023 for release in February 2024

TASK	LEAD	RESOURCES	TASK DESCRIPTION	ACTION	PROGRAM DATES
3.2 Source funding to provide relevant YOUTH focused training for early intervention and prevention and mental health disorders. Ensure that is promoted to the specific target groups and also covers targeted topics.	3.2.1 MMR Coordinator	Youth Focused Taskforce, Volunteers, Professional Liaison Team,	Provide access to Youth Mental Health First Aid workshops to the broader community of Augusta Margaret River Shire. https://mhfa.com.au/ This training is targeted at the general community over 15 years of age.	Focus on Augusta/Karridale/Kudardup	2 x YMHFA in 2024 2 x YMHFAT 2025
	3.2.2 MMR Coordinator	Butterfly Bright program, volunteers that are accredited dieticians, nurses, allied health professionals with experience in eating disorders	Coordinate workshops for the broader community of Augusta Margaret River Shire focused on identifying and preventing eating disorders in young people. This includes positive body image workshops.	Focus on Cowaramup community	2 x body image or eating disorder workshops in 2024 2 x body image or eating disorder workshops in 2025
	3.2.3 Josh Langley	Mindful Margaret River volunteers, MMR Coordinator	This workshop series takes a deep dive into 9 Essential Life Skills that will have the biggest impact on a child's mental and emotional wellbeing. Parents are first shown how the skills apply to themselves and then how to share it with their kids.		4 x 1.5-hour workshops for parents

APPENDIX 1

Planning for an effective plan

Prior to establishing and implementing a community plan, a number of steps need to happen to ensure the resulting plan has been developed in partnership to reflect the communities needs and has the best chance at creating sustainable change.

It is important that the community have a strong understanding of the issues and have ownership of the strategies developed to address them. To ensure this, processes should be put in place that allow community input into all stages of the development and implementation of the Plan, including progress made against addressing the issues. This plan is revision of actions based on a review of our 2021-2022 Action Plan, our 2019-2021 Community Mental Health and Wellbeing Plan as well as the feedback from all our activities between 2020-2022, survey results from our membership and wider community and participation and collaborations with our professional liaison teams.

